

## ORDER



**Orders**  
**Order / Rev:** 169916  
**Alt Order #:**  
**Product Desc:**  
**Estimate:** 3164  
**Flight Dates:** 10/31/12 - 11/06/12  
**Original Date / Rev:** 10/30/12 / 10/30/12  
**Order Type:** GENERAL

## KSTP-TV, LLC and KSAX-TV

**Primary AE:** Rachel Chason  
**Sales Office:** P-PHL  
**Sales Region:** National

**Agency**  
**Name:** Strategic Media Placement  
**Buying Contact:** Whitney Eversole  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015-7010

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Michele Bachmann -2012  
**Demographic:** A35+  
**Product Codes:** PL1  
**Priority:** 2  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	77	\$52,200.00	\$44,370.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	77	\$52,200.00	\$44,370.00	0.00
<b>Totals</b>	<b>77</b>	<b>\$52,200.00</b>	<b>\$44,370.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSTP-TV, LLC and KSAX-TV	25%	\$52,200.00
Market	100%	\$208,800.00

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$52,200.00
KMSP	25%	\$52,200.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	25%	\$52,200.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	M	10/31/12	11/06/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	21222--	:30	9	\$400.00	2	0.00	NM	9	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	--222--		6			\$400.00		0.00				
	Week:	11/05/12	11/11/12	21-----		3			\$400.00		0.00				
2	M	10/31/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	22222--	:30	10	\$550.00	2	0.00	NM	10	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				

Order / Rev: 169916  
 Alt Order #:  
 Flight Dates: 10/31/12 - 11/06/12

Advertiser: Michele Bachmann -2012  
 Product Desc:  
 Estimate: 3164

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	M	10/31/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	22222--	:30	10	\$550.00	2	0.00	NM	10	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--222--					6	\$550.00		0.00			
		Week: 11/05/12	11/11/12	22-----					4	\$550.00		0.00			
3	M	10/31/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	11111--	:30	5	\$500.00	2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--					3	\$500.00		0.00			
		Week: 11/05/12	11/11/12	11-----					2	\$500.00		0.00			
4	M	10/31/12	11/06/12	Sa 6-7a Sat 6a News	CM	6-7a	-----2-	:30	2	\$350.00	2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----2-					2	\$350.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$350.00		0.00			
5	M	10/31/12	11/06/12	SA GMA Sa GMA	CM	7-8a	-----2-	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----2-					2	\$600.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$350.00		0.00			
6	M	10/31/12	11/06/12	Sat 8-9a Sat 8-9a News	CM	8-9a	-----1-	:30	1	\$500.00	2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-					1	\$500.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$350.00		0.00			
7	M	10/31/12	11/06/12	SU GMA Su GMA	CM	7-8a	-----2	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----2					2	\$725.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$350.00		0.00			
8	M	10/31/12	11/06/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----1	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$600.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$350.00		0.00			
9	M	10/31/12	11/06/12	Su 9-10a This Week	CM	9-10a	-----1	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$350.00		0.00			
10	M	10/31/12	11/06/12	Sun 10-1030a At Issue	CM	Sun 10-1030a	-----1	:30	1	\$350.00	2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$350.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$350.00		0.00			
11	M	10/31/12	11/06/12	M-F 9-10a Live with Kelly and Michael	CM	9-10a	1-111--	:30	4	\$150.00	4	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--					3	\$150.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$150.00		0.00			
12	M	10/31/12	11/06/12	M-F The View M-F The View	CM	10-11a	1-111--	:30	4	\$250.00	4	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--					3	\$250.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$250.00		0.00			
13	M	10/31/12	11/06/12	M-F Midday News M-F Midday News	CM	11a-12p	1-111--	:30	4	\$150.00	4	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--					3	\$150.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$150.00		0.00			

Order / Rev: 169916  
 Alt Order #:  
 Flight Dates: 10/31/12 - 11/06/12

Advertiser: Michele Bachmann -2012  
 Product Desc:  
 Estimate: 3164

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	M	10/31/12	11/06/12	M-F 430-5p News 430p News	CM	430-5p	1-111--	:30	4	\$150.00	4	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3				\$150.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$150.00		0.00			
15	M	10/31/12	11/06/12	M-F 5-530p M-F 5-530p	CM	5-530p	1-111--	:30	4	\$700.00	2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3				\$700.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$700.00		0.00			
16	M	10/31/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p	1-112--	:30	5	\$1,100.00	2	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--112--		4				\$1,100.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,100.00		0.00			
17	M	10/31/12	11/06/12	M-F 630-7p M-F 630-7p	CM	630-7p	1-111--	:30	4	\$1,050.00	2	0.00	NM	4	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--111--		3				\$1,050.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,050.00		0.00			
18	M	10/31/12	11/06/12	Su 530-6p Su 530-6p News	CM	530-6p	-----1	:30	1	\$700.00	2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$700.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,050.00		0.00			
19	M	10/31/12	11/06/12	M-F, Su Late News M-F, Su 10-1035p	CM	10-1035p	1-112--	:30	5	\$1,350.00	2	0.00	NM	5	\$6,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--112--		4				\$1,350.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$1,350.00		0.00			
20	M	10/31/12	11/06/12	Lt News Delay ABC Sports Late News Delayed	CM	1030-1105p	-----1-	:30	1	\$800.00	2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1				\$800.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,350.00		0.00			
21	M	10/31/12	11/06/12	Su Late News Su 10-1035p	CM	10-1035p	-----1	:30	1	\$1,900.00	2	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$1,900.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$1,350.00		0.00			
22	M	10/31/12	11/06/12	M-F 1035-1102p thru 1/7C Nightline	CM	1035-1102p	1---1--	:30	2	\$900.00	2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$900.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$900.00		0.00			
23	M	10/31/12	11/06/12	Su 1035-1105p Nws Sun 1035-1105p News	CM	1035-1105p	-----1	:30	1	\$600.00	3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1				\$600.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$900.00		0.00			
24	M	10/31/12	11/06/12	Mon Spcl 2 Dancing with the Stars	CM	7-9p	1-----	:30	1	\$3,500.00	4	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----		0				\$3,500.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$3,500.00		0.00			
25	M	10/31/12	11/06/12	Friday Prime C 20/20	CM	9-10p	----1--	:30	1	\$2,750.00	3	0.00	NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1				\$2,750.00		0.00			
		Week: 11/05/12	11/11/12	-----		0				\$2,750.00		0.00			

Order / Rev: 169916  
 Alt Order #:  
 Flight Dates: 10/31/12 - 11/06/12

Advertiser: Michele Bachmann -2012  
 Product Desc:  
 Estimate: 3164

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N26	M	10/31/12	11/02/12	M-F 5-530p M-F 5-530p	CM	5-530p	--WTF--	:30	1	\$700.00	2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--WTF--			1			\$700.00		0.00			
													Totals	77	\$52,200.00